



# ***TOBACCO PREVENTION & CONTROL PROGRAM PROGRESS REPORT***

***MARCH 2007***



***PRODUCING RESULTS  
FOR A HEALTHIER WASHINGTON***

# PRODUCING RESULTS – SAVING LIVES AND DOLLARS

The Washington State Tobacco Prevention and Control Program reaches adults and youth in every area of the state and is on target to meet its long-term objectives of reducing the burden of tobacco-related disease and death.

Since the program began:

- Adult smoking in Washington has dropped 21 percent; Washington now has the fifth lowest state smoking rate in the nation.
- There are over 200,000 fewer adult smokers.
- Overall, youth smoking has declined by 50 percent.
- There are about 65,000 fewer youth smokers.
- About 3,000 fewer babies per year are exposed to cigarette smoke during pregnancy.
- About 68,000 adults have been spared an early tobacco-related death.
- Future health care costs have been reduced by an estimated \$1.8 billion.
- More workers, children, and non-smokers are protected from exposure to secondhand smoke.



## MAKING A REAL DIFFERENCE IN PEOPLE'S LIVES

Washington State has made tobacco prevention and control a priority. We're using tobacco master settlement and cigarette tax dollars for this work, and it's paying off with remarkable results.

The Department of Health, along with our many local and statewide partners, has helped thousands of smokers put out their cigarettes for the last time and that means healthier adults. We've given kids good reasons to never start smoking, which means we have healthier teens. And we've helped lower the

number of pregnant women who smoke in our state, and that means healthier moms and babies.

Despite this progress, there are still more than 700,000 adult smokers in our state and every day about 45 young people take up the habit.

There will always be new generations of kids that are susceptible to tobacco industry attempts to glamorize cigarettes, cigars, chew, and other new tobacco products. Most adults who smoke started when they were teens. That's why we must make sure that all young people have the information they need to make the healthy choice.

Once someone starts smoking it is very tough to quit on their own. Most can't do it "cold turkey." Our toll-free Washington Tobacco Quit Line – 1-800-QUIT-NOW – has helped thousands. Those who call actually double their chance of quitting. We must expand efforts to reach people with the message that free help is just a phone call away.

After six years of a statewide, comprehensive tobacco prevention program, we're seeing much lower smoking rates overall; however, in some population groups the numbers are not dropping. We must continue our successful approaches and look for innovative ways to reach those groups that suffer the most from high rates of smoking and tobacco-related disease and death.

Our work is making a real difference in people's lives, yet tobacco use remains the leading cause of preventable death in this country. The battle is far from over.

A handwritten signature in blue ink that reads "Mary C. Selecky".

Mary C. Selecky  
Secretary of Health



# REDUCING TOBACCO USE IN WASHINGTON STATE

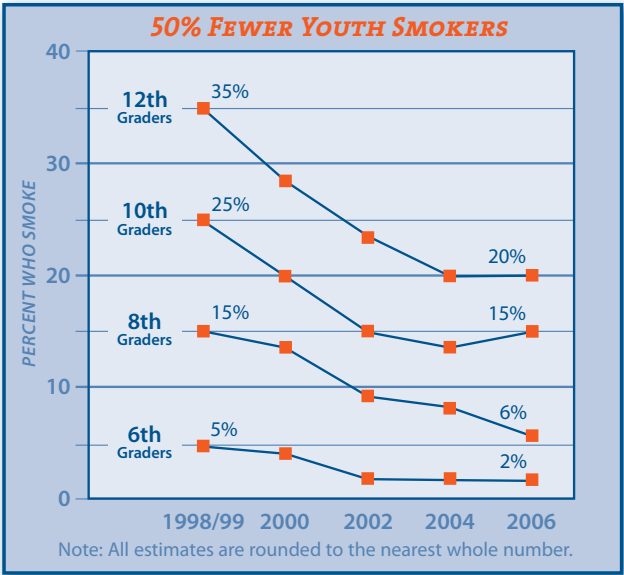
## Youth

**OBJECTIVE:** Reduce the percentage of 10th grade youth who smoke to 10 percent or less by 2010

Youth smoking has declined dramatically, but reductions in high school smoking rates have stalled in recent years. Specifically, smoking rates among 10th graders have increased since 2004.

Since the program began:

- Youth smoking has decreased at all age levels:
  - 6th graders – down 60 percent
  - 8th graders – down 58 percent
  - 10th graders – down 40 percent
  - 12th graders – down 43 percent
- There are about 65,000 fewer Washington kids smoking.
- Young people are reporting that cigarettes are harder to get.

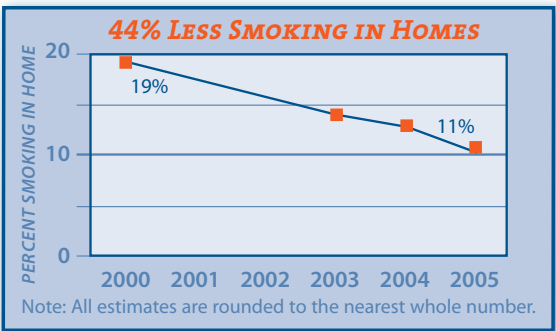


## Secondhand Smoke

**OBJECTIVE:** Reduce exposure to secondhand smoke

Washington has made progress in supporting policies and attitudes that reduce exposure to secondhand smoke.

- Secondhand smoke exposure in homes in Washington has gone down 44 percent since 2000.
- The majority of smokers are not smoking in their homes.
- More than 90 percent of Washington adults recognize that secondhand smoke is harmful.
- All Washington workers are now protected by law from exposure to indoor secondhand smoke.



*“The scientific evidence is now indisputable: secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults.”*

– U.S. Surgeon General Richard H. Carmona

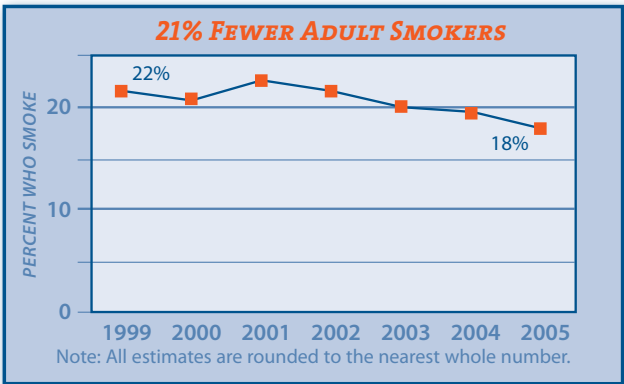


## Adults

**OBJECTIVE:** Reduce the percentage of adults who smoke to 16.5 percent or less by 2010

Adult smoking rates have declined dramatically since the start of the program.

- There are 21 percent fewer smokers – more than 200,000 people are leading healthier lives.
- Washington now has the fifth lowest state smoking rate in the nation. Prior to the start of the program, Washington was ranked twentieth.
- About 68,000 adults have been spared an early tobacco-related death.
- Washington employers save more than 430,000 tobacco-related sick days a year.
- Future health care costs have been reduced by an estimated \$1.8 billion.
- More than 80,000 Washington residents have received free cessation assistance from the Washington Tobacco Quit Line.

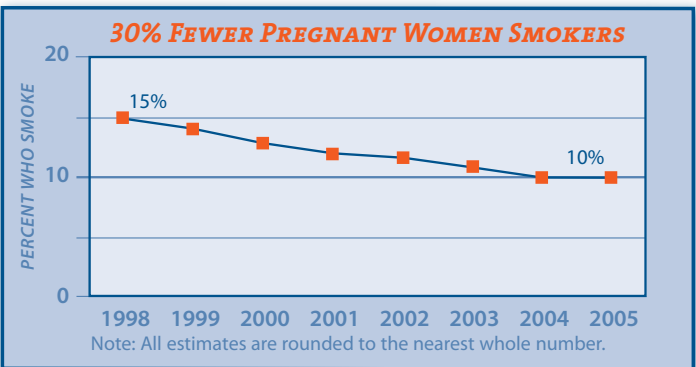


## Pregnant Women

**OBJECTIVE:** Reduce the percentage of women who smoke cigarettes any time during pregnancy to 8 percent or less by 2010

There have been large reductions in smoking among pregnant women since the start of the program.

- Smoking among pregnant women has declined by 30 percent.
- About 3,000 fewer babies per year are exposed to cigarette smoke during pregnancy.
- More than 1,400 health care workers who serve low-income and high-risk mothers have been taught tobacco intervention skills.



# CHALLENGES TO FURTHER REDUCING TOBACCO USE

## The Burden of Tobacco Use

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Despite significant reductions in smoking rates since 1999, there are still about 850,000 youth and adult smokers in Washington. Tobacco use results in an estimated \$1.5 billion in health care costs statewide every year. In addition, annual employee productivity losses due to tobacco use total an estimated \$1.2 billion.

For the past three years, the state Department of Health has spent about \$29 million per year to help people quit smoking and prevent kids from starting. Every year, the tobacco industry spends an estimated \$185 million dollars in Washington to promote smoking – six times the amount dedicated to tobacco prevention and control.

## Specific Challenges

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Ongoing evaluation and surveys measure Tobacco Program results and identify areas where more focused efforts are necessary.

### Among youth –

- As trends in high school youth smoking rates change, prevention work must quickly evolve to meet these new demands.
- Youth smoking rates more than double from middle school to high school and this gap has increased recently.
- Experimentation with cigars, pipe tobacco, and flavored cigarettes is increasing, especially among high school youth.
- Smoking rates are high among certain youth populations, including low academic achievers and Native Americans.
- A shortage of information about high school dropouts and students outside the public school system limits the development of prevention and cessation strategies for these population groups.

### Among adults –

- About half of all smokers have a high school education or less. This group has more than double the smoking rates of people with higher levels of education.
- Smokers with the lowest education are the least successful at quitting.
- Smoking rates are also high among young adults; gay, lesbian, and bisexuals; Hawaiian/Pacific Islanders; Native Americans; and African Americans.
- A shortage of information about non-English speaking adults hinders the development of strategies to reach some population groups.

### Among pregnant women –

- More than 40 percent of mothers who quit smoking during pregnancy start again within six months of giving birth.
- Smoking rates continue to be high among young mothers, mothers on Medicaid, mothers with a high school education or less, and Native American mothers.

## Meeting Challenges

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Further reducing smoking-related death and disease in Washington requires a comprehensive and integrated approach that includes:

- Fully understanding high school youth tobacco use and making adjustments to the program, such as expanding the reach of prevention media campaigns and school-based programs.
- Protecting more children from harmful secondhand smoke in home, vehicles, and outdoor public places.
- Eliminating barriers to quitting among pregnant, post-partum, and at-risk mothers and their family members.

- Identifying effective ways to increase quitting among adult smokers with lower levels of education and income (for example, pricing strategies and increasing access to cessation services).
- Tracking the changing products and marketing practices of tobacco companies.
- Finding more effective, culturally appropriate ways to promote tobacco prevention within high-risk population groups and communities.
- Improving surveillance and evaluation systems to better measure tobacco knowledge, attitudes, and behaviors among minority and at-risk populations.

## CERTIFICATION

An independent committee of seven national and regional research scientists has reviewed the data and the methods for obtaining it, and certifies the validity of the findings in this report.

**Dr. Nancy Anderson**, Office Chief, Office of Family Services, Division of Healthcare Services, Health and Recovery Services Administration at the Washington State Department of Social and Health Services; **Dr. David Cowling**, Chief of the Evaluation Unit, Tobacco Control Section at the California Department of Health Services; **Dr. Jeffrey Fellows**, Investigator at Kaiser Permanente's Center for Health Research; **Dr. David Fleming**, Director of Public Health-Seattle & King County; **Dr. Jeff Harris**, Professor

of Health Services and Director of Health Promotion Research Center at the University of Washington; **Dr. David Hopkins**, Coordinating Scientist with the Guide to Community Preventive Services, Division of Health Communication and Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention; **Dr. Alison Shigaki**, Practitioner at International Community Health Services, Holly Park Medical and Dental Clinic, Seattle



# COMPREHENSIVE AND STATEWIDE APPROACH

The Tobacco Prevention and Control Program uses comprehensive, proven, and cost-effective strategies to help adults quit and prevent kids from starting. The program's \$28.7 million annual budget supports activities and services directly provided by public and private organizations.

## Community and Tribal Programs

The state Department of Health provides more than \$10 million annually to local health departments and community organizations in all 39 Washington counties and to 25 federally recognized tribes to deliver anti-tobacco activities statewide.

## School Programs

All nine of the state's Educational Service Districts receive funding to help schools improve and enforce tobacco-free policies, provide intervention services for students, deliver research-based curricula, train teachers and staff, and provide information to families.

## Quit Programs

The Washington Tobacco Quit Line (1-800-QUIT-NOW), funded by the Department of Health, provides free one-on-one counseling, tobacco quit kits, and referrals to local smoking cessation programs. The Tobacco Program promotes changes in the health care system so more people get help quitting and more health care providers encourage their patients to quit.

## Public Awareness and Education

The Tobacco Program's advertising campaign uses traditional media, such as television and radio advertising, to help adults quit smoking and prevent teens from starting. The program also uses innovative approaches to reach youth, young adults, and other high-risk populations targeted by tobacco industry marketing.

### TOBACCO PROGRAM GOALS

- Preventing youth from initiating tobacco use
- Increasing tobacco cessation
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities in high-risk groups

## Policy and Enforcement

The Department of Health works with the state Office of the Attorney General, Liquor Control Board, and local law enforcement to enforce state and federal laws restricting tobacco sales and advertising to kids, and with local health departments to enforce the statewide ban on indoor smoking.

## Assessment and Evaluation

The Tobacco Program regularly collects and analyzes information on tobacco use among adults and youth in Washington, then measures the program impact by comparing results to data collected before the program began.

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del estado de Washington  
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 **Quit for You  
Quit for Two**  
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Washington State Department of Health  
**Tobacco Quit Line**  
**1-800-QUIT-NOW**  
toll-free 1-800-784-8669  
QUITLINE.COM

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SMOKESYOU.COM**

**TOBACCO**SMOKESYOU.COM

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Smoke.com**

## For More Information

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